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2013 Kemper Internships

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## St. James School

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# ST. JAMES SCHOOL

PUBLIC RELATIONS INTERNSHIP EXPERIENCE

Cassidy Davis

# ST. JAMES ELEMENTARY SCHOOL

- Private preschool - 5<sup>th</sup> grade elementary school, located in McMinnville.
- Teaches a Catholic based curriculum with specialized teachers in Art, Spanish, Music, Technology and P.E.



# ST. JAMES ELEMENTARY SCHOOL

- Approximately 115 students currently enrolled.
- However, low public familiarity and tuition based enrollment create problems in raising student numbers.
- My job was to help develop a plan to increase enrollment.
- Official job title : Public Relations Intern.

# PUBLIC RELATIONS THEORY

- PR practitioners use theories before building campaign plans.
- Theories help predict outcome so the plan stays centered.
- **Diffusion theory** states that people go through a five step process before adopting an idea.
- In this plan the idea is for parents to adopt St. James School/send their children to St. James School.

BASIC MODEL

Goal

Strategy 1

Strategy 2

Strategy 3

Tactic 1

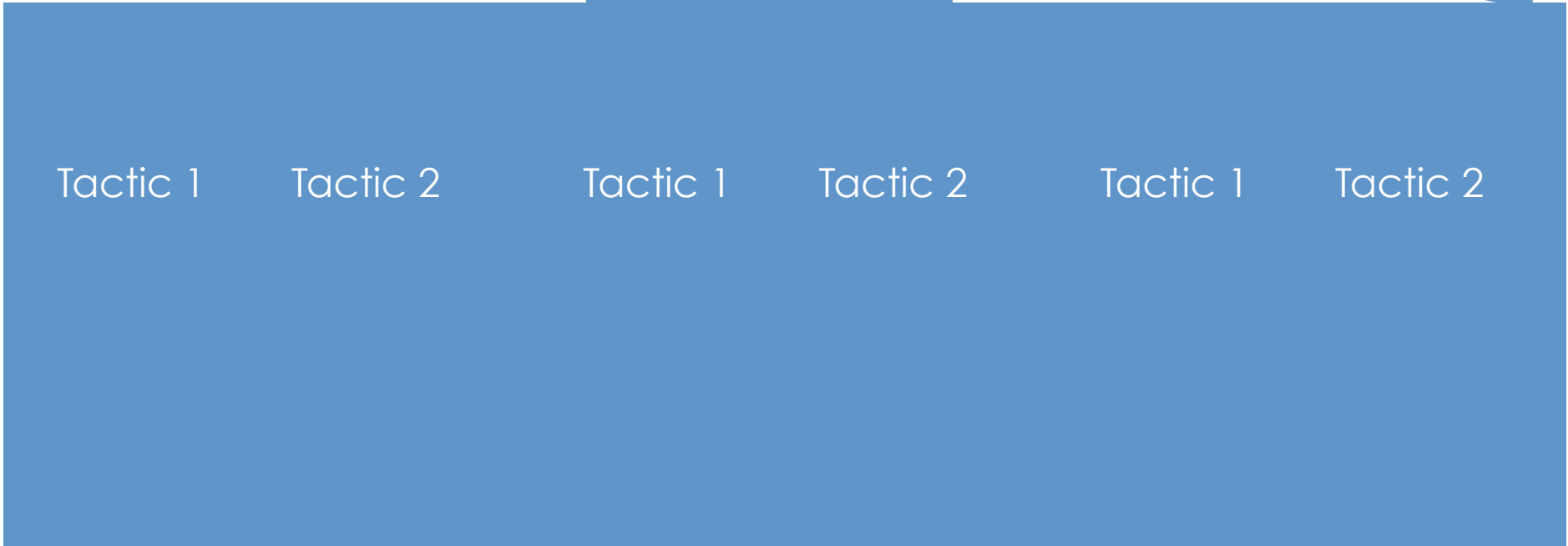
Tactic 2

Tactic 1

Tactic 2

Tactic 1

Tactic 2





To increase enrollment at St. James School

Identify with current parents

Write and send grant proposals for school improvement

Create visual elements to increase public awareness



# STRATEGY 1: IDENTIFY WITH CURRENT PARENTS

- **Tactic 1- Introduction letter**
  - Published in the “Ram Review” school newsletter.
  - Introduced myself and explained my intentions.
  - Created good communication for tactic 2.
- **Tactic 2 - Informative survey**
  - 8 question survey created on SurveyMonkey.
  - Survey link was sent out in “Ram Review” school newsletter.
  - Received great participation from parents.
  - Information gathered from the survey was directly used in order to appeal to parents with non-enrolled students.



## STRATEGY 2: WRITE AND SEND GRANT PROPOSALS FOR SCHOOL IMPROVEMENT

- **Tactic 1 – Research grant foundations**
  - No previous grant writing experience.
  - Challenges finding religious tolerant foundations.
  - Developed an excel spreadsheet detailing grant history of foundations in order to choose the right foundations for St. James.
  - Chose two foundations.
- **Tactic 2 - Develop a grant project**
  - Developed and wrote the Classroom Technology Plan
  - Plan aims to improve the technology at St. James by obtaining 20 moveable laptops for use in classroom activities and lessons.

## STRATEGY 3: CREATE VISUAL ELEMENTS TO INCREASE PUBLIC AWARENESS

- Tactic 1 – **Flyer for distribution**

- Outlines the main highlights of St. James for quick access to the unfamiliar public.
- Flyer also promotes the school name which increases community recognition.
- Flyer will be posted in stores of supportive community members and public areas.

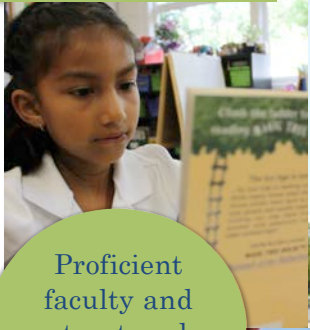




Faithful, compassionate, private, education.

# St. James School

Preschool -- 5<sup>th</sup> grade



Proficient faculty and structured academic curriculum



Inspire critical thinking and a love of learning



Please contact us for a tour!

Saint James is a private elementary school with a small, nurturing setting and a vision for your child's future.

Our school works in partnership with parents to educate our students to become lifelong learners, responsible citizens, effective communicators and faithful Christians.

503-472-2261

Stjamesmac.com

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## STRATEGY 3: CREATE VISUAL ELEMENTS TO INCREASE PUBLIC AWARENESS

- **Tactic 2 - Promotional video**
  - In filming preparation I had to check video/photo releases for each student.
  - Wrote the script using elements that parents valued: as noted from the parent survey.
  - Collected raw video of classroom activities and filmed the principle reading script.
  - Video focused on students learning Spanish, art, technology and music.
  - Edited in Adobe Premiere Pro.
  - Video will be featured on the school website and used at the discretion of administration.

# MY SIGNATURE THEMES IN RELATION TO ST. JAMES

- After reading “Now, Discover Your Strengths” I found my signature themes.
  - Positivity
  - Belief
  - Developer
  - Includer
  - Adaptability
- My signature these are all themes found directly in the St. James School environment.

# THANK YOU

- Kemper scholarship Donors
- St. James supervisors, Jeananne and Rebecca
- Instructors, Jeff Peterson and Kristi Mackay
- Catherine Jarmin Miller
- Parents and teachers of St. James School

# QUESTIONS?

